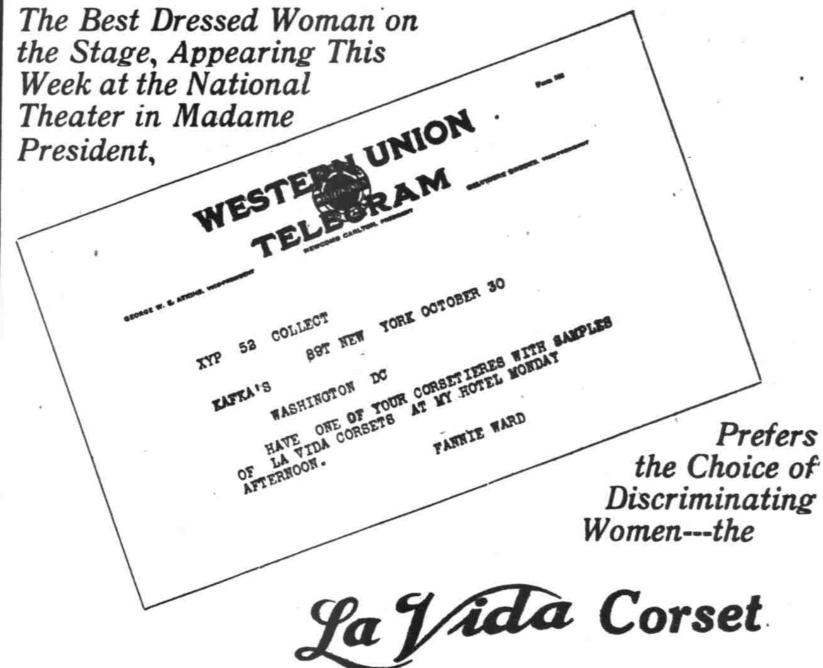


THE PERFECT FIT OF THE DRESS

Depends Upon the Perfect Fit of the Corset

FANNIE WARD



The La Vida combines that perfection of fit and flexibility that molds the figure and makes possible a smooth fitting dress or costume. It supports the figure correctly yet "gives" with the body permitting that perfect poise and gracefulness that the woman of fashion demands:

Visit our Corset Department and have Mme. Estelle demonstrate the advantages of the La Vida.

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